



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi-Abuja  
**FACULTY OF MANAGEMENT SCIENCES**  
**2023\_1 POP EXAMINATION.**

**Course Code: BUS835**

**Course Title: INTERNATIONAL BUSINESS MANAGEMENT**

**Credit Units: 2**

- Instructions:**
- 1. Indicate your Matriculation Number clearly**
  - 2. Attempt Question 1 and any other two (2) questions**
  - 3. Question 1 is compulsory and carries 30 marks while the other 2 questions carry 20marks each**
  - 4. Present all your points in coherent and orderly manner**

**Time Allowed: 2 Hours**

1. (a.) Discuss the four processes of screening countries that will serve as target market in international business 15 marks  
  
(b) Why do you think that International business as a course of study is necessary for students of business management and others 15 marks
2. With specific reference to Nigeria, trace the Historical origin of International Business 20 marks
3. Discuss four appropriate promotional mix that are available to an international businessman 20 marks
4. Explain the three major sources of managers in international business 20 marks
5. Highlight the factors which encourage product standardization in international business. What are its benefits? 20 marks